





JENNIFER L. MORTON

Partner

Speaks: English

 +1 416-862-5798

 +1 416-862-7661

 jennifer.morton@gowlingwlg.com

Primary office: Toronto

Jennifer L. Morton

Jennifer Morton is a senior registered trademark agent and partner in Gowling WLG's Toronto office. With 28 years of experience in the practice of Canadian trademark clearance, prosecution and opposition, Jennifer is able to provide expert advice to clients on a wide range of matters, including the implementation of and strategies for dealing with Canada's new Trademarks Act, Canada's adherence to the Madrid Protocol, and the unique aspects of brand protection in Canada.

Jennifer also specializes in foreign prosecution matters, including the strategic management of international prosecution portfolios.

Her practice extends to all aspects of trademark clearance, strategy, prosecution and opposition proceedings, as well as licensing, assignment and security interest issues. She represents clients in all industry segments, with specialized expertise in Canadian pharmaceutical clearance (including predictions for regulatory approval of pharmaceutical brands), consumer products, financial services, computer software, social networking, and sporting goods and apparel.

A registered trademark agent since 1990, Jennifer became a partner in 1996. She is an active member of the International Trademark Association (INTA) and the recipient of the 2017 INTA Volunteer Service Award for the Advancement of Trademark Law - a prestigious award given to an INTA member who has gone above and beyond their regular duties as an INTA volunteer. Jennifer's award is based on her work with the Canadian Trademarks Office in preparation for the changes to Canadian legislation and practice.

Jennifer currently chairs the Trademarks Office Practices Committee for Canada and is a member of the Pharmaceutical Trade Mark Group (PTMG), the Association of European Trade Mark Owners, the American Bar Association and the International Association for the Protection of Industrial Property. She is also a member of the Intellectual Property Institute of Canada (IPIC), and currently sits on its Joint Liaison Committee, which works together with Canadian Trademarks Office Examiners and its executive to develop practice policies and enhance trademark registration processes for brand owners in Canada.

Jennifer is co-leader for Gowling WLG's Austria team, given her keen interest and fascination with everything Austrian.

She is a frequent speaker on trademark issues and pharmaceutical brand clearance considerations in light of Health Canada's revised regulatory guidance document on Look-alike/Sound-alike brand names.

Jennifer is active in her community and is a proud fundraiser for WAMS: Women Against MS, one of her favourite organizations.

Expertise

Life Sciences

Retail, Leisure & Hotels

Trademarks, Brands & Designs

Intellectual Property

Career & Recognition

2020

February

World Trademark Review 1000 2020

January

IAM Global Leaders 2020

2019

September

Expert Guides: Women in Business Law 2019

September

World Trademark Review (WTR) Global Leaders 2019

January

World Trademark Review 1000 2019

2018

September

Who's Who Legal Thought Leaders: Global Elite 2019

September

Expert Guides: Women in Business Law 2018

January

World Trademark Review (WTR) 1000 2018

2017

September

Expert Guides: Women in Business Law 2017

2017 INTA Volunteer Service Award for the Advancement of Trademark Law

2016

September

Expert Guides: Women in Business Law 2016

May

Expert Guides: Trademarks 2016

2015

February

World Trademark Review 1000: The World's Leading Trademark Professionals , 2015

2014

November

Expert Guides: Women in Business Law 2014

February

World Trademark Review (WTR) 1000 2014

2013

December

Expert Guides: Women in Business Law 2013

2012

2012

May

Guide to the World's Leading Trade Mark Law Practitioners 2012

2010

February

Expert Guides, 2010

Leading trade-mark lawyer, Guide to the World's Leading Women in Business Law

Leading trade-mark lawyer, Guide to the World's Leading Women in Business Law

Named in the last four issues of the Guide to the World's Leading Trade Mark Law Practitioners

Named in the last four issues of the Guide to the World's Leading Trade Mark Law Practitioners

Memberships

- International Association for the Protection of Industrial Property
- International Trademark Association
- MARQUES
- Patent and Trademark Institute of Canada
- Pharmaceutical Trade Marks Group